

Jie Ding Murray

Product Designer · End-to-End UX · Interaction Design · AI-Assisted Prototyping

Experience Web Designer at TeddyDoodle

Dec 2024 – Present
Contract

- Redesigned TeddyDoodle's information architecture and core web experience around prospective families' decision-making, contributing to a 61% increase in traffic and a 207% increase in conversions within 30 days
- Improved navigation and content hierarchy to make breeder information, puppy availability, and the inquiry process easier for prospective families to understand and navigate.

Visual Designer at Haven Fintech

Oct 2024 – Apr 2025
Contract

- Developed a versatile demo welcome letter template adaptable across multiple sub-servicers, partnering with Sr. UX Designer.
- Collaborated with PM to design a sales one-page with 6 new product features and 5 key benefits.

UX Designer at Fynspo

Sep 2024 – Oct 2024
Freelance

- Identified and prioritized key UX issues across onboarding and core product flows, partnering with engineers to improve usability and implementation clarity.
- Built a reusable design system and redesigned onboarding flows to improve consistency across core product screens.

Selected Projects

Box Buddy - AI-Powered Moving Inventory App

- Designed an AI-assisted inventory experience that helps users catalog, locate, and prioritize moving boxes through photo input and conversational search.
- Defined core user flows, system states, and interaction patterns for packing, moving, and unpacking scenarios, then translated them into high-fidelity prototypes

Inlane - AI-Driven Driving Analysis App

- Designed a driving analysis experience that translates driving behavior into actionable feedback, informed by user research and competitive analysis.
- Validated key workflows through usability and accessibility testing, refining the product around drivers' primary pain points and information needs.

Contact

jiedingmurray@gmail.com
jiedingmurray.com

Tools

Figma
Claude Code
Codex
Lovable
Paper
GitHub
Jitter
Webflow
v0
Adobe Creative Suite

Skills

Interaction Design
Information Architecture
AI-Assisted Prototyping
Design Systems
User Research
User Flows
Usability Testing
Web Design

Education

San Diego City College
GPA 3.93

Interaction Design
Graphic Design
2022 – 2024

Laiyang College,
Shandong State, China

A.A. in Early Childhood
Development 2011 – 2013

Awards

The One Club for Creativity 2024

World Brand Website Design 2024

Volunteer

SD UXResearchers
San Diego Design Week
First Round Conference

Language

English
Chinese